



Dean & DeLuca Selects VideoProtein 3.0 for Worldwide Grocery Store Locations

Delray Beach, FL, July 16, 2007– VideoProtein, the leader in IP video management, has been selected to be deployed at Dean & DeLuca’s new Rockefeller Center Café in New York City. The new video surveillance system will enable store managers and security staff to simultaneously monitor all worldwide store locations in real-time and instantly alert them of any security or safety threats. Upon successful implementation and customer approval at this pilot location, a nationwide rollout at all Dean & DeLuca locations will begin.

“We selected VideoProtein because, if deployed to all locations, it will give us the ability to monitor our locations in real time as well as the ability to easily research theft events and provide increased loss prevention,” said Scot Martin, Director of IT at Dean & DeLuca. “Additionally, the simplicity of the HTTP based architecture was attractive and guided our decision,” Martin added.

Dean & DeLuca replaced their older security system with VideoProtein 3.0 because it fit perfectly within their current IT network and has enabled a seamless transition with minimal downtime.

At their Rockefeller Center Cafe, Dean & DeLuca store managers can now access video from any web browser or through a wireless connection via PDA devices, giving them the flexibility of monitoring store activities at any time. Video from camera feeds is recorded and stored so management can assess customer service levels, identify peak times, and review video associated with specific incidents. Recorded video can also be used as a training tool for new employees. Features within VideoProtein 3.0 also allow security staff to be alerted in real-time of break-ins or other safety threats.

VideoProtein 3.0 is an enterprise solution using an open platform and non-proprietary hardware which enables organizations to quickly configure and effectively manage IP Video throughout the enterprise. VideoProtein 3.0 provides an end-to-end browser-based solution for collecting, recording, routing, and managing live and archived surveillance video while optimizing use of bandwidth.

About Dean & DeLuca

Founded in 1977 by Joel Dean, Giorgio DeLuca and Jack Ceglic with the opening of its flagship store in SoHo New York, Dean & DeLuca quickly grew into a multi-channel retailer of gourmet and specialty foods, premium wines and high-end kitchenware with operations throughout the United States and abroad. Dean & DeLuca specialty products are sold through its 14 retail stores and cafes in select U.S. markets (New York, Washington, D.C., Napa Valley, Charlotte, and Kansas City metropolitan area), a consumer and corporate gift catalogue, and an e-commerce site, deandeluca.com. Dean & DeLuca also markets its private label products to other retailers and wholesalers throughout the world.

About VideoProtein



VIDEOPROTEIN

VideoProtein is the market leader in browser based IP Video Camera Management Software. VideoProtein was built with Java to run on Linux (RedHat), Sun (Solaris), Mac or Windows, and will support any IP video device.

VideoProtein users can access IP video cameras from multiple remote locations using any standard Internet browser with no client software required. Video can be monitored live or recorded to the network for digital archives or instant play back. The only on-site requirement is an IP video camera and a broadband Internet connection. For more information, visit www.videoprotein.com.